

[OVERLINE:]

ZirMed Dentistry Client

[HEADLINE:]

St. George Center for Specialized Dentistry

[SUBHEAD:]

St. George, UT

[SIDEBAR:]

Before ZirMed:

The practice was losing patient referrals because of incomplete or illegible paperwork.

ZirMed Solution:

- **Clinical Link**—providers can easily exchange HIPAA-compliant messages and documents about patient care

Results:

- Smoother referral process
- Increased patient retention
- No more need for telephone tags
- Secure HIPAA-compliant digital communications

[QUOTE IN ORANGE BOX:]

“ZirMed’s Clinical Link is a good solution. I try to recommend it all the time.”

—Jared Willis

Patient Coordinator

[BODY COPY:]

St. George Center for Specialized Dentistry in St. George, Utah, treats tough dental issues using the latest dental technology. Their work to replace missing teeth and restore deficient teeth improves patients’ quality of life and confidence.

However, their practice was losing referrals because of incomplete and outdated paper slips. They needed a way to retain more patients.

[SUBHEAD:]

Why We Chose ZirMed

[BODY COPY:]

“Patients were walking out the door, and referrals were getting lost,” said Jared Willis, Patient Coordinator for St. George Center. “When referring dentists submit a referral with ZirMed’s Clinical Link, nothing gets lost. The patient walks out with a referral, and the doctors avoid HIPAA violations.”

[SUBHEAD:]

Favorite Features

[BODY COPY:]

Clinical Link was easy for St. George Center to adopt, Willis said. Clinical Link’s “easy invite” search feature makes it painless for the practice to find other providers and build better referral relationships.

“Implementing Clinical Link was simple, and I’m working on getting referring doctors to adopt using it. I’ve set up 13 providers’ offices as Clinical Link senders so far,” Willis said.

With just a couple of clicks, St. George Center can spot inefficiencies in patient referrals. They can pinpoint why referral leakage happens, then take steps to reduce it.

“Clinical Link helps keep the referral process smoother and increases referral retention,” Willis said.

[SUBHEAD:]

How ZirMed Benefits St. George

[BODY COPY:]

As a specialty office, St. George Center is especially eager to be more efficient. Clinical Link helps them do that. The doctors don’t have to spend time on the phone or leave multiple messages. Clinical Link lets them send secure digital communications.

“The doctors love Clinical Link because they can send notes back and forth,” Willis said. “Clinical Link helps them avoid phone tag, and it’s HIPAA compliant!”

With ZirMed’s Clinical Link solution, St. George Center has automated the process of sending referral documents to other providers. Problems with lost paperwork, poor legibility, and faxing or scanning delays have been virtually eliminated.

Now, St. George Center can keep more patients inside their network and increase their revenue.

“I wish other doctors saw that there would be more money in their pocket if their patient came back,” Willis said.

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